Diamond Days
Retired residents in sizeable homes whose finances are secured by significant assets and generous pensions

Who We Are

<table>
<thead>
<tr>
<th>Feature</th>
<th>Age 66-70 (22.5%)</th>
<th>Household Income £40k-£49k (22.5%)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Family</td>
<td>45.3% 183</td>
<td>99.1% 138</td>
</tr>
<tr>
<td>No children</td>
<td>54.7% 340</td>
<td>0.9% 181</td>
</tr>
<tr>
<td>Owned</td>
<td>97.7% 152</td>
<td>77.2% 434</td>
</tr>
<tr>
<td>Detached</td>
<td>2.3% 88</td>
<td>22.8% 324</td>
</tr>
</tbody>
</table>

Channel Preference

<table>
<thead>
<tr>
<th>Channel</th>
<th>Calls</th>
<th>Email</th>
<th>SMS</th>
</tr>
</thead>
<tbody>
<tr>
<td>Family</td>
<td>114</td>
<td>78</td>
<td>77</td>
</tr>
<tr>
<td>No children</td>
<td>114</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Technology Adoption

Late Majority

Key Features

- Well-off retirees
- Spacious detached homes
- Comfortable retirement income
- Wide range of investments
- Check stocks and shares online
- Often take short breaks and holidays
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Age
- 18-25: 1.17%
- 26-35: 2.34%
- 36-45: 2.68%
- 46-55: 3.32%
- 56-65: 17.54%
- 66+: 72.95%

Adult mean age: 70
H of HH mean age: 72.66

Children
- No children: 99.05%
- 1 child: 0.48%
- 2 children: 0.38%
- 3 children: 0.07%
- 4+ children: 0.02%
- Age <5: 1.18%
- Age 5-11: 1.96%
- Age 12-17: 5.49%
- Age >18: 18.82%

Household Income
- <£15k: 9.02%
- £15k-£19k: 4.89%
- £20k-£29k: 15.09%
- £30k-£39k: 16.65%
- £40k-£49k: 22.47%
- £50k-£59k: 12.82%
- £60k-£69k: 6.77%
- £70k-£79k: 7.43%
- £100k-£149k: 3.53%
- £150k+: 1.33%

Property Type
- Detached: 434 (77.22%)
- Semi-detached: 7.10%
- Bungalow: 9.75%
- Terraced: 2.17%
- Purpose built flats: 2.98%
- Converted flats: 0.77%
- Farm: 0.29%
- Named building: 308 (11.97%)

Home Ownership
- Owned: 97.70%
- Rented: 1.97%
- Council / HA: 0.33%

Online Access
- Every day: 59.83%
- Most days: 25.64%
- Weekly: 6.84%
- Monthly: 4.27%
- Not at all: 3.42%